Permit #F00028041

FilmL.A., Inc.
1201 W. 5th Street, Suite T-800
Los Angeles, CA 90017
t: (213)977-8600 - f: (213)977-8601
www.filmla.com

Summary Information

Permit No: F00028041 **Type of Permit:** FILMING **Release Date:** 05/18/2010

Production Company THE SWEET SHOP

Insured Company Name THE SWEET SHOP

Contact Phone No. 1 424-258-1000
Contact Phone No. 2 818-599-3886
Fax 323-843-9703
Address 6063 W Washington Boulevard
culver City, California 90232

Production Title KELLOGG'S FIBER GENIE 2

Type of Production Commercial - Standard

Producer Salli ZIlles

Director Paul Goldman

1st AD Bob Elkins

Production Manager Sherra Armstrong

FilmL.A. Coordinator Erica Wade

Location Manager Nik Mansoor
Primary Phone Office - 424-258-1000
Secondary Phone Mobile - 818-822-9292

Location Assistant Nik Mansoor
Primary Phone Mobile - 818-822-9292
Secondary Phone

Fees

Posting 600	$52.00
Notification Charge	$155.00
FILMLA FILM APPLICATION FEE	$625.00
LA CITY FIRE DEPARTMENT SPOT CHECK SURCHARGE	$85.00

Total Permit Fee $917.00

Number of Locations 1

NOT A PERMIT

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Summary Information — Location

Location 1 of 1

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Insured Company THE SWEET SHOP
Production Title KELLOGG'S FIBER GENIE 2

Location Manager Nik Mansoor
Primary Phone Office - 424-258-1000
Secondary Phone Mobile - 818-822-9292

Location Address 820 Micheltorena St, Los Angeles, CA, 90026

Location Names

Location Type Private Residence

Location Description

Prep Dates 5/18/2010 - 5/18/2010 07:00 - 19:00

Film Dates 5/19/2010 - 5/19/2010 07:00 - 22:00

Open or Closed to the Public Closed

Generic Conditions No Cast and Crew parking on areas streets.
No interference with vehicular or pedestrian traffic

Equipment on Location

Type	Quantity
5 or 10 ton trucks	7
Cast/Crew vehicles	46
Cube Trucks	4
Generator	1
Honey Wagons	1
Motor Homes	1
Portable restrooms	1
Stakebed Trucks	2
Vans	3

Personnel on Location

Type	Quantity
Cast	5
Crew	55

Filming Activities Equipment on property; Interior and exterior dialogue;

Jurisdiction **Political:** Los Angeles City - Council District 13 **Police:** Los Angeles Police Department **Fire:** Los Angeles City

Location Notes

Coordinator Note WALKTHRU APPROVED BY INSP ROTH, SPOT CHECK OK

Parking

Base Camp
Location Type : Location
Street : Location and posted area

Crew Parking
Location Type : Church
Street :

Posting "No Parking" signs E/S of Micheltorena St., Marathon St. - 920 Micheltorena St.
W/S of Micheltorena St 50 feet directly across the street from 820 Micheltorena St.
S/S of Marathon St, Micheltorena St. - east 50 feet.

Approximate Footage 301 - 600 **Log Number** 10-14988

Date(s) 5/19/2010 to 5/19/2010 **Time(s)** 07:00 to 22:00

NOT A PERMIT